

**ACCOUNTING**

**ACC**

**Department of Accounting  
The Eli Broad College of Business  
and The Eli Broad Graduate  
School of Management**

**201. Principles of Financial Accounting**

Fall, Spring, Summer. 3(3-0)

R: Not open to freshmen. Not open to students with credit in ACC 251H.

Basic concepts of business financial structure. Transaction analysis, measurement and summarization. Interpretation and use of financial reports.

**202. Principles of Management Accounting**

Fall, Spring, Summer. 4(4-0)

P: ACC 201. R: Not open to freshmen. Not open to students with credit in ACC 251H.

Management uses of accounting data for analysis, decision making, financial planning and control of organizational activities. Cash flow analysis and reports. Introduction to management information systems concepts.

**230. Survey of Accounting Concepts**

Fall, Spring, Summer. 3(3-0)

R: Not open to freshmen. Not open to students with credit in ACC 202 or ACC 251H.

Business income and financial position measurement and reporting. Interpretation of financial statements. Financial planning and decision making. Costing, budgeting, and management control systems.

**251H. Honors Accounting Principles**

Fall. 7 credits.

R: Not open to students with credit in ACC 201 or ACC 202.

Business financial structure and operation. Interpretation and use of financial reports. Management uses of accounting data for analysis, decision making, financial planning and control. Management information systems concepts.

**300. Intermediate Financial Accounting I**

Fall, Spring, Summer. 3(3-0)

P: ACC 202 or ACC 251H.

Theory and procedures for preparing financial statements. Accounting for inventory, plant assets, intangibles, current liabilities, bonds, and leases.

**301. Intermediate Financial Accounting II**

Fall, Spring, Summer. 3(3-0)

P: ACC 300. R: Completion of Tier I writing requirement.

Concepts and practices in accounting for investments, business combinations, pensions, taxes, and owners' equity. Accounting changes and errors. Foreign currency transactions.

**308. Governmental and Not-for-Profit Accounting**

Fall, Spring. 1(1-0)

P: ACC 300.

Financial and managerial accounting for governmental and other not-for-profit entities. Topics include general and special funds accounting, financial reporting, selected not-for-profit entities, and governmental budgeting.

**321. Accounting Information Systems**

Fall, Spring, Summer. 3(3-0)

P: ACC 300 or approval of department. CPS 100 or CPS 130. R: Completion of Tier I writing requirement.

Hardware and software elements needed to support accounting information systems. Systems flowcharting. Internal controls in a computerized environment. Development and use of accounting information in business application areas.

**341. Cost and Managerial Accounting**

Fall, Spring, Summer. 3(3-0)

P: STT 315, ACC 321. R: Not open to students with credit in ACC 439.

Cost behavior and estimation. Cost analysis for planning and control decisions. Cost accumulation and allocation systems.

**411. Auditing**

Fall, Spring. 3(3-0)

P: ACC 321, ML 317. R: Open only to seniors and graduate students in Accounting and Professional Accounting. Not open to students with credit in ACC 419.

Functions of financial and operational audits. Auditors' reports. Audit evidence. Internal control review and evaluation. Applications of statistics. Auditors' ethical and legal responsibilities.

**419. Auditing Theory**

Fall. 3(3-0)

P: ACC 321, ML 317. R: Open only to seniors and graduate students in Professional Accounting. Not open to students with credit in ACC 411.

Financial and operational auditing and auditors' reports. Audit evidence. Internal control review and evaluation. Statistical sampling. Audits of complex EDP systems. Ethical and legal responsibilities.

**431. Federal Income Tax Accounting**

Fall, Spring, Summer. 3(3-0)

P: ACC 300. R: Completion of Tier I writing requirement. Not open to students with credit in ACC 439.

Federal income taxation of businesses and individuals. Gross income, deductions, and tax computations for corporations, partnerships, and individuals.

**439. Federal Tax Accounting**

Fall. 3(3-0)

P: ACC 300. R: Open only to seniors and graduate students in Professional Accounting. Completion of Tier I writing requirement. Not open to students with credit in ACC 431.

Federal income taxation of corporations and individuals. Gross income, deductions, and tax computations. Integration of financial and tax accounting.

**490. Independent Study**

Fall, Spring, Summer. 1 to 3 credits. A student

may earn a maximum of 6 credits in all enrollments for this course.

P: ACC 300.

Independent study in special topics in accounting under faculty supervision.

**493. Internship**

Fall, Spring, Summer. 1 credit. A student may

earn a maximum of 2 credits in all enrollments for this course.

P: ACC 202 or ACC 251H.

Professional internship in public, industrial, or governmental accounting under faculty supervision.

**800. Financial Accounting Concepts**

Fall, Spring. 3(3-0)

R: Open only to graduate students in Business or students in programs for which ACC 800 is a catalog-listed requirement.

Nature of financial accounting. Measurement, valuation, and reporting concepts and issues. Management analysis and use.

**802. Accounting and Financial Concepts**

Fall. 1(1-0)

R: Open only to MBA students in the Advanced Management Program.

Financial statement relationships and analysis. Cash flow and working capital measurement and analysis. Contemporary financial reporting issues.

**805. Advanced Financial Accounting**

Fall. 3(3-0)

P: ACC 301. R: Open only to students in the Program in Professional Accounting and to MBA students.

Nature and measurement of financial statement elements. The theory related to financial accounting and reporting.

**806. Emerging Issues in Financial Accounting**

Spring. 3(3-0)

P: ACC 301. R: Open only to students in the Program in Professional Accounting and to MBA students.

Financial accounting and reporting issues and problems. Practice-oriented research methodology. Examination of related academic theories and empirical research.

**807. Financial Statement Analysis**

Fall. 3(3-0)

P: ACC 300. R: Open only to students in the Program in Professional Accounting and to MBA students.

Concepts and mechanics of financial statements. Supply of and demand for accounting information in financial markets. Uses of information in performance evaluation for investment and credit decisions.

**812. Managerial Accounting**

Fall. 3(3-0)

P: ACC 801. R: Open only to MBA students in the Advanced Management Program.

Use of accounting data for planning, performance evaluation, and control. Costing and pricing. Relevant revenue and cost decision making.

**814. Advanced Auditing**

Spring. 3(3-0)

P: ACC 411 or ACC 419. R: Open only to students in the Program in Professional Accounting and to MBA students.

Audit planning, evidence gathering and evaluation. Professional standards and regulatory agencies. Practical approach to accounting and auditing research. Applications in public and private sector audits.

**821. Management of Information**

Spring. 3(3-0)

R: Open only to graduate students in Business. Not open to students with credit in ACC 321.

Management of information in organizations. Role of information in decision making. Information system development, controls and security. Database management. Decision support and expert systems. Design and use of systems for competitive advantage.

**822. Advanced Accounting Information Systems**

Fall. 3(3-0)

P: ACC 321 or ACC 821. R: Open only to students in the Program in Professional Accounting and to MBA students.

Analysis and design of accounting systems. Implementation and use of accounting software. Consulting issues associated with the design and implementation of accounting systems.

**823. Database Accounting Systems**

Spring. 3(3-0)

P: ACC 822. R: Open only to students in the Program in Professional Accounting and to MBA students.

Analysis, design, and implementation of database accounting systems. Use of automated systems analysis tools. Non-financial use of transaction processing data.

**824. Accounting Data Communications**

Fall. 3(3-0)

P: ACC 823. R: Open only to students in the Program in Professional Accounting and to MBA students.

Methods of accounting data communication. Local and wide area networks. Network internal control and security. Groupware and electronic-mail applications. Design and implementation of local area networks.

**825. Emerging Issues in Accounting Information Systems**  
Spring, 3(3-0)

P: ACC 824. R: Open only to students in the Program in Professional Accounting and to MBA students. Information and decision support systems for executives. Artificial intelligence and expert systems. Knowledge acquisition and representation. Integration of accounting information systems, decision support systems, and expert systems.

**830. Tax Research**  
Fall, 3(3-0)

P: ACC 431 or ACC 439. R: Open only to students in Professional Accounting and to MBA students. Writing, and presentation techniques of tax research. Practice and procedure.

**833. Federal Income Taxation of Corporations and Shareholders**  
Fall, 3(3-0)

P: ACC 431 or ACC 439. R: Open only to students in the Program in Professional Accounting and to MBA students. Federal income taxation of corporations and shareholders. Federal income tax liability, distributions, formation, liquidation, and reorganization.

**834. Taxation of Gifts, Trusts and Estates**  
Spring, 3(3-0)

P: ACC 431 or ACC 439. R: Open only to students in the Program in Professional Accounting and to MBA students. Income taxation of trusts and estates. Transfer taxes applied to gifts and transfers at death.

**835. Emerging Issues in Taxation**  
Spring of even-numbered years, 3(3-0)

P: ACC 431 or ACC 439. R: Open only to students in the Program in Professional Accounting and to MBA students. Topics of current importance in taxation.

**836. U. S. Taxation of Multinational Transactions**  
Spring, 3(3-0)

P: ACC 431 or ACC 439; ACC 833. R: Open only to students in the Program in Professional Accounting and to MBA students. Federal income taxation of transactions outside the United States by United States citizens and corporations, and of investments in the United States by foreign persons.

**840. Managerial Accounting**  
Fall, Spring, 3(3-0)

P: ACC 800 or approval of department. R: Open only to graduate students in Business or students in programs for which ACC 840 is a catalog-listed requirement. Not open to students with credit in ACC 841. Accounting for managerial planning and control. Cost estimation. Cost analysis for short- and long-run planning decisions. Cost analysis for performance evaluation. Cost allocation.

**841. Managerial Accounting Analysis**  
Fall, 3(3-0)

P: ACC 341 or ACC 840; ML 317. R: Open only to students in the Program in Professional Accounting and to MBA students. Functional uses of accounting in management of the firm. Investment, profit and cost center, and performance measurement issues. Cost analysis, including quality, production processes and strategic management.

**842. Advanced Managerial Accounting**  
Spring, 3(3-0)

P: ACC 841. R: Open only to students in the Program in Professional Accounting and to MBA students. Concepts and rationale underlying managerial accounting methods. Alternative approaches to cost estimation, pricing, cost allocation and performance evaluation.

**844. International Managerial Accounting**  
Fall of odd-numbered years, 3(3-0)

P: ACC 840 or ACC 341. R: Open only to students in the Program in Professional Accounting and to MBA students. Accounting systems for global business transactions, accounting organizational design, performance evaluation, pricing, control, and cost allocation.

**850. Integrative Perspective on Accounting Issues**  
Spring, Summer, 3(3-0)

P: ACC 321; ACC 341 or concurrently; ACC 411 or ACC 419; ACC 431 or ACC 439. R: Open only to students in the Program in Professional Accounting and to MBA students. Synthesis of auditing, information systems and financial, managerial, and taxation accounting concepts. Accountants' responsibilities, ethics, and functions in organizations and society. Analysis and applications to business situations.

**865. Financial Decision Models**

Fall, 3(3-0) Interdepartmental with Finance and Insurance. Administered by Finance and Insurance.

P: FI 801. R: Open only to students in M.B.A. programs and to students in Program in Professional Accounting. Development and application of computerized financial models in finance and accounting, and in control activities. Use of financial planning software on personal and mainframe computers. Use of models in case analysis.

**890. Independent Study**

Fall, Spring, Summer, 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course.

R: Open only to students in the Program in Professional Accounting and to graduate students in Business. Approval of department. Faculty-supervised study in special topics in accounting.

**911. Introduction to Accounting Research**  
Spring, 3(3-0)

R: Open only to Ph.D. students in Business. Scientific method in accounting. Accounting research in taxation, auditing, information systems, managerial and financial accounting.

**912. Accounting Research Seminar I**  
Fall, 3(3-0)

R: Open only to Ph.D. students in Business. The value of accounting information to external users. Research and research methodologies in accounting topics such as securities markets, earnings management and external monitoring which includes audit and regulation effects.

**913. Accounting Research Seminar II**  
Spring, 3(3-0)

R: Open only to Ph.D. students in Business. The value of accounting information to internal users. Research and research methodologies in accounting topics such as expert judgments, demand for information systems, theory of property right, demand for internal monitoring and regulation.

**914. Research Topics in Accounting**

Fall, Spring, Summer, 2 to 8 credits. A student may earn a maximum of 8 credits in all enrollments for this course.

P: ACC 912, ACC 913. R: Open only to Ph.D. students in Accounting. In-depth study of research issues and methodologies in specialized accounting areas.

**999. Doctoral Dissertation Research**

Fall, Spring, Summer, 1 to 24 credits. A student may earn a maximum of 99 credits in all enrollments for this course.

R: Open only to Ph.D. students in Accounting.

**ADVERTISING**

**ADV**

**Department of Advertising  
College of Communication Arts  
and Sciences**

**123. Media Relations for Professionals**  
Fall, Summer, 4(4-0)

Working with print and broadcast news media personnel. Topics include ethics and news media relations, evaluation of media relations, and handling of media errors.

**205. Principles of Advertising**  
Fall, Spring, Summer, 4(4-0)

Principles and practices of advertising in relation to economies, societies, and mass communication.

**227. Principles of Public Relations**  
Fall, Spring, Summer, 4(4-0)

P: Completion of freshmen writing course. R: Not open to freshmen. Public relations practice in business, education, and government. Emphasis on principles and writing for public relations.

**317. Creative Strategy and Execution**  
Fall, Spring, Summer, 4(3-2)

P: ADV 205; JRN 200 or JRN 205; ML 300 or concurrently. R: Open only to Advertising majors. Completion of Tier I writing requirement. Creativity in advertising. Operation of agency creative departments and their relationship with other departments.

**321. Advertising Graphics and Production**  
Fall, Spring, 4(3-2)

P: ADV 317. R: Open only to Advertising majors. Production of materials for magazine, direct mail, and newspapers using computer assisted production techniques.

**346. Advertising Media Planning and Strategy**

Fall, Spring, Summer, 4(3-2)  
P: MTH 110 or MTH 116, ADV 205, CPS 130 or CPS 131. R: Open only to Advertising majors. Planning, execution and control of advertising media programs. Fundamental characteristics of the media. Buying and selling process. Techniques and methods used in advertising media planning process.

**417. Advanced Creative Strategy and Execution for Broadcast Media**  
Fall, Spring, 4(3-2)

P: ADV 317. R: Open only to Advertising majors. Advanced writing and production of advertising messages for radio and TV with emphasis on creative techniques, writing style, and production quality. Role of radio and TV advertising in advertising campaigns.